

Let's start by thanking those that fulfilled their obligation and voted in our recent election, as always not everyone did but then that's not new.

Congratulations to Steve Hohensee, our newest councilman. Steve brings a lot of new ideas and high energy to the Council at a time when we most need it. Also our sincere thanks to Gary Williams for stepping up to run for Council. This was another case of a vote for either gentleman was the right vote, PBS was bound to win in either case.

At this writing Portland is still ahead of us but I would like to take a minute to say thanks to all who have made donations this time. It seems there has been an exceptional response to our letter and many requests for support in the way of donations. As anyone who has ever been to a banquet or been on Council knows, donations are our very means of financial survival. Would that was not the case but it is and has been for many years. Those that donate before being asked (and there are many) truly understand the need.

While we are talking about what is and has been for many years let's talk about our financial situation. Many acted surprised when they heard we were in dangerous straits financially, but that has been something in motion for the last 14 to 15 years. It has a direct correlation to decreasing membership, while the membership has steadily decreased since 1997-98 our financial troubles have increased. Is the inability to have full use (any use) of Life funds a problem, yes, but not as severe as some might think. We have about 100 life members so let's call it 100 for ease of discussion and if we recovered their dues each year that would be less than \$7000 annually, less than the cost of printing and mailing our magazine for just one quarter. Impact, yes but severe impact, I don't think so. It would help to have that \$7000 each year but it would not solve the problem. What would? Well no news here but doubling our membership again would, and yes, there must be other ways as well. In the past couple of months we have had many members offer suggestions and offer to help, in fact during the past two months I have heard from more members via telephone and email than I have heard from in the preceding six years. Most want to help and offer suggestions (watch out, if you offer to help we will probably take you up on it, we need all the help we can get), unfortunately some only want to point fingers and find blame. If the objective is to find blame that is easy to do on many levels but I would submit that serves no useful purpose and in fact only serves to damage the organization. Somehow, we all seem quick to criticize the best efforts of our fellow members to serve the PBS by the lights of their talents and consciences, whenever we disagree with the course of their service. This passion to critique rather than advise and assist weakens the organization and casts doubt upon the primacy and importance of our role in the bowhunting community. Certainly no one who cares about the PBS has that as their goal.

Many suggestions made had to do with the magazine; move it to the website, black and white only, reduce to three issues per year, find a new printer (and we are looking closely at that since we have had a member who is in the business give us an estimate), or just go to newsletter format reducing size of the magazine. We have had suggestions regarding other financial issues from investment of life funds to reduced spending in all other areas and we welcome all suggestions, after all this is your PBS, so you have every right and in fact an obligation to have it succeed. I do intend to appoint a committee to look at our finances across the board and make recommendations to the Council and already have several

members who have volunteered to be on this committee. Further, some have even suggested that after 50 years we may need to look at our vision/mission statement and objectives, that maybe they should be refined or revised or brought up to date. Maybe we just need to become more relevant within the bowhunting community. All points to consider certainly and with your input and help we will do that. BUT, consider the following please; Change is often a top down process, sometimes best started from the bottom and replicated elsewhere throughout. Change requires the investment of resources, there should, therefore, be clear objectives and outcomes. Change must be fully and completely planned, communicating fully the objectives and process of change to all is imperative. Change, even when agreed upon will not happen automatically. Change must be supported throughout, through leadership and communication of objectives and benefits. The process must have targets, timescales and benchmarks and be monitored throughout. So, what does all this mean? It means just saying we want change is not enough, it must be clearly defined and worked for.

Enough!! I am sure there will be much discussion and soul searching as we gather in Portland. My hope is that we can have civil discourse and keep in mind that the objective is to strengthen PBS.

As I bring this column to a close I want to say thank you to one of the finest people I have ever had the pleasure of working with anywhere, anytime and that is Norm Johnson. Norm has been as dedicated to his duties on Council and to PBS as anyone I have known during my years as a member, he never ducks an issue and can be counted upon to tell you exactly what he thinks. He is also damn good at getting to the heart of a situation in a hurry, even if he would like for you to believe he is a "slow thinker" (his words NOT mine). I really hope that in the future we can persuade him to come back on Council. In the meantime Norm, since you are no longer on Council, would you please finish my bow?

Hope everyone has a successful Spring hunting season and that we get to share some time in Portland.

Bob Seltzer

VP Report, 1st Quarter 2012

As I write this a New Year is upon us, 2012...it sounds futuristic! When you read this the Portland Banquet will be upon us...and probably history! At this point, Portland is shaping up to be a fantastic event with a "50th" history theme and many great seminars, auction items, and just plain bowhunting – camaraderie! The Portland area, including SW Washington State, has a million things to do and I'm hoping the participants took advantage of this and have good stories to post on the web-site.

For those of you who were unable to attend the Banquet we will be posting on the website, and the next magazine, a summary with event highlights and photos, plus results from the membership meeting discussions and the outcomes. We have not yet finalized the topics of the meeting but one I intend to bring up involves our organization's mission. As near as I can determine...with input from Jack and Council, we have a long term slogan "Knowledge Through Experience," and a descriptive paragraph on our website and other official documents, but not a specific mission statement as such. I pulled the following summary off of the website. It nicely states "who" were are but seems to fall shy of expressing what we do or how we educate today's bowhunters. Anyway, here's our webpage statement:

"The PBS is dedicated to the advancement and preservation of bowhunting as a major outdoor sport. PBS encourages the development of skill in bowhunting as well as the exchange of knowledge between bowhunters. The organization is dedicated to the belief that more personal satisfaction is derived from skilled hunting techniques, and that bowhunters have a responsibility for efficiency in their sport and must use equipment adequate to do so. But foremost, it is the brotherhood of most of the best bowhunters in the world."

In my regular job as Executive Director of Backcountry Hunters and Anglers (BHA) we depend mostly on grant dollars to financially fuel our projects and activities. Usually the first thing that a grantor wants to know is: "what is your mission statement and how does it tie to your strategic plan." Because we know this is coming we have crafted a clear-cut mission statement and that has been quite effective for us getting our foot-in-the-door with funders, and giving our members something they can easily, and clearly, identify with. I think we need to do this for PBS, mission statement first and a concise strategic plan to follow. The mission statement would be a phrase that blends our actions with our philosophy... and then puts it into perspective with the current bowhunting world. This seems so simple but it really is important as it can steer the direction of our organization and more clearly differentiate us from other bowhunting and sportsmen's groups.

These mission statements always are best when approached from different angles by different people. Still, we need a starting point so I'll put one out for review and modification:

"The Professional Bowhunters Society is dedicated to the protection and promotion of traditional values and skills in bowhunting the game and fish throughout America and the far corners of the world. We perpetuate our pool of knowledge by educating the current and next generation of bowhunters through example in the field and advice and training through media and seminars."

I'll be curious to hear your thoughts, advice, changes, etc. either by LTE's in our magazine, email, phone, or the PBS website.

As a final note I want to thank Norm Johnson for his service on Council. I feel that Norm is a person that "walks the walk" of PBS...he's truly a professional, and not just in bow-building! His dedication, companionship, and insights will really be missed on our Council. Please tell him thanks for his service when you get chance....and get ready for those spring bowhunting -adventures that produce stories for our great magazine!

~Jim Akenson



2012 1st QUARTER COUNCIL REPORT

Congratulations to our new Councilman, I know you will be an asset to PBS. A big Thank You goes to those that ran for Council, as we all know PBS is made up of leaders and regardless of who won the election, it is a win for PBS, Speaking of leaders, Norm Johnson is finishing his time on Council. It was a true honor and pleasure to serve with you, I will miss your unique and well thought-out insights on all things PBS. I Hope we will have the opportunity to hunt together again someday.

Hunting together with other PBS members is probably the thing I love most about being a PBS member, better hunting companions would be hard to find. It has been said before, many times by many Councilman past and present, that if your hunting partners are good enough to hunt with they should be good enough to be PBS members. Get them signed up one way or another so that they will have an opportunity to see if PBS is a fit for them. Like many other organizations we struggle with membership and our members are our best ambassadors for the organization. Our survival truly depends on all of us bringing like minded individuals into the organization. Let's make it happen! If you are interested in connecting with other PBS members for the purpose of hunting together or for any reason, the PBS web-site is a great place to make those connections, check it out.

Being a PBS member involves being a part of the organization and there are many things each of us can do to contribute to PBS. We are always in need of pictures and articles for the magazine, so share your experiences with fellow members. Don't have polished writing skills? Don't worry our editing crew can fix just about anything. Attending Odd Year Gatherings and Biannual Banquets are not only a way to support PBS financially but a fantastic way to meet and network with fellow PBS members, making friendships that last a lifetime. I still hunt with friends made at Banquets long since past. Those friendships not only enrich our own lives, they also make PBS a stronger organization because we are more connected to PBS via those friendships.

I'm proud to be a PBS member, I hope you are too!

Brian Tessmann

I don't know where the time went but this is my last column as my 3 year term as councilman comes to an end. I want thank the membership for giving me the opportunity to serve this wonderful organization. I want to thank current and past council members with whom I have served. I consider myself beyond lucky to have served with such unselfish men of integrity I want to mention by name, Bob, Kevin, Bo, Jim, Brian, and Greg. Last but not least I want to thank Jack and Brenda for their commitment and service to the PBS. You have taught me the true meaning of professionalism, and commitment to responsibility.

As I leave I am optimistic for what the future holds for the PBS. Professionalism shared and promoted in all that we do in bowhunting related and life should in itself create the desire to "belong" to those who share our ideals. Unfortunately it is no longer enough for us to grow in a manner that maintains the financial health of the PBS. We are at the crossroads in finding a direction that holds our identity yet creates a desire for those across this country who share our values, and commitments to excellence, to join, stay, and participate so that we can cement our long term survival. Fifty years is quite an accomplishment and a tribute to our founders who came together with a set of ideas based on bowhunting with the highest of ethical and professional standards. Unfortunately it does not guarantee another fifty years. We find ourselves in an ever-changing and fast moving world. We try to capture and hold members who would share our values and understand how important a nationwide voice and professional ethical message in a bowhunting community that is, over the top, commercialized, riddled with unethical technology, in your face, buy your success now, packaged and sold as real bowhunting! Where do we go from here? There will be no single person or an elected council body that will have the preverbal "magic hat" and reach in and pull out an instant solution. It is going to take a very involve council and membership body to find working together to keep us moving well into the future. It will take a collective body that is concerned, and cares enough to act. I do believe that it can and will be done. We have a membership body made up of individuals who possess the ability. We just have to find ways to open the avenues for ideas of workable solutions.

Each of my columns over the past 3 years I have used my message to encourage each member to take time to sign up just one new member per year. Some have taken the challenge but, many have not, and yes, some are tired of hearing the same message. I agree it is time for a new message, term limits are a wonderful thing, but the importance of bringing new members will never get old. Thank you again!

Take care and God Bless,

Norm

A Brand New Year...

On Wednesday nights, after the season is over, Amy and I shoot a traditional league that we love and look forward to every year. The league meets about an hour from our home. This gives me and Amy at least 2 hours every Wednesday night, with no interruptions, to talk and discuss. I am not quite sure why, maybe because our minds are on shooting and bowhunting, but inevitably, we talk about the PBS.

This past week, our discussion revolved around the notable response on the website to my last column. Mostly on the tone, content and respect that has been shown while many discuss topics that are guaranteed to have conflicting feelings.

This really got me thinking about the overall quality of the individuals in the PBS that I have had the pleasure to interact with either in person, by phone, web or mail. I was reminded that our brand of ethics, morals and ideals make us the organization that we are.

I applaud the civility of discussion that has transpired in the past week and attribute that to the class of bowhunter that we all are. I have concluded that we probably all got spankings when we were raised and we were taught to open a door for a lady and learned our Sir's and Ma'ms.

Despite our differences, something great happened a week ago that has not happened in my years as a member of the PBS. We all started talking. Many of us had differing opinions and many not agreeing, but we discussed and threw out ideas and concerns. This is exactly what I wanted when I wrote the article. We need to be discussing openly and not just small groups in back rooms complaining and back biting.

We may not all agree on the same end or solution, but we all agree that this is something worth taking care of and I've seen so many of you step up to offer help and volunteer to labor for this organization that it has given me hope for the future of the PBS that I for one needed.

Years ago, it is evident that the original plans for the life member fund were not followed through. We can't blame subsequent councils as I don't believe anybody brought it to their attention that an "investment committee" was needed and was suppose to be investing the funds into anything other than a low return CD. Or if, as some have stated, they were informed but ignored, please realize this is a completely different council. A new council is only able to take care of what we know. Not only can we not know what transpired a decade back, we can not be held responsible for it either. Now that we are aware of it, we can do something about it.

Discussions of this nature are needed for this organization as badly as votes are needed. Our founding fathers expected participation and expected every qualified member to vote on every issue. That being said, I now feel like we have a rejuvenated membership talking and discussing issues. Now perhaps we can get the same level of rejuvenation in our regular membership voting.

Which makes me ask the question, if you are a regular member and you care about the future of this organization, why would you NOT vote?

Greg



Steve Hohensee- Council Report

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WWW.ProBowSociety.NET: What good is it to the Professional

Bowhunters Society? Isn't it just a waste of time? A giant black hole keeping folks from getting outside, hunting, and making archery gear? Maybe, but maybe not! Approximately one quarter of our membership has a registered online account on our website. The website is turning into an important tool for not only entertainment and sharing knowledge, but for Society business and sharing information. How can we make the best use of this important arrow in our quiver? I will admit I don't know the complete answer but I'd bet BIG money that the Regular members that are active on our website also vote in PBS elections. The PBS website is more than Joe and Tom idly chatting about the big doe they each shot last season, at least for those who actually take a look and really see the capabilities of the website as a tool to promote the Society!

In 2011, the first PBS Group hunt (SD) was organized on our website. Last year three group hunts were organized on our website in AR, VA, and NE. Right now several group hunts are being organized online for GA, UT, NE, VA, TN and one for 2013 in WY! Who do you think is going to find out about these efforts for fraternization and get dibs on a spot, someone who wants to stay current with PBS issues and events or someone making their 132nd arrow and 18th armguard, for the winter out in the garage?

What else am I missing out on by not being online? Did you know that you can immediately sign up a friend, submit your dues, or buy a PBS patch on the website using PayPal? I have total confidence that in 2012 we will be able to purchase PBS Logo gear online thru our website.

Back in January, the website administrators got wind that we were in the red on room nights for the Portland Biennial Gathering. A notice immediately went up announcing that we were in peril and the troops rallied with many members reconsidering how they could break their individual penny-banks in these tough economic times and make Portland happen for them and for the Society. How is that for prompt information dissemination? The Society also attempted our first all membership e-mail and although it was largely successful at rapidly disseminating information, the returned e-mails highlighted the fact that to use this tool to the maximum benefit, members need to keep the Home Office updated on current e-mail accounts. My crystal ball says we will do additional membership e-mails in the near

future to get out time sensitive information to all members. **PLEASE** update your e-mail info so you can stay current on PBS issues.

Is there more? Right now several "Planning Chambers" exist and are in use on the website. One chamber is being used to plan the specific details of a 2012 group hunt. The Website Committee (Steve Osminski, Bryan Bolding, Ted Kinney, and I recognized the value of a planning chambers long ago and have had one available for website admin use for about a year now). If there is an identified need for a group of members to have access to a password protected planning chambers (i.e. group of members on a lease, planning a trip, PBS committees, etc.); all reasonable requests would be honored so just ask.

I have only briefly touched on how **OUR** website can get more and timelier information to the members, increase fraternization opportunities, and aid in Society event planning. The website offers so much more to the Society than "idle chat" with faceless people (we REQUIRE actual NAMES of real people, not just pseudo-names/handles like the other dictatorship sites) , it offers a whole new platform to effectively communicate and increase membership opportunities. The bottom line is if you use our website as a tool, it just may free up even more of your time so you can build a full gross of arrows and two dozen armguards next winter!

Steve H.

P.S.: I have a standing offer online that I will buy breakfast (at the Life Membership Breakfast) for the first person that clicks the "Life Membership" PayPal button on our website!

P.S.S.: One more topic. How many times have you heard someone say that other than paying more dues and voting, that is all Regular membership has to offer? Really! To me the single most important responsibility of a Regular member is the ability to Sponsor an Associate for Regular membership. Our Regular membership needs to take a more active approach and identify and approach Associates that are potential candidates for Regular membership and mentor them on their path within our Society. When a Regular member offers or is asked to be a Sponsor, they need to make sure that the Associate they are sponsoring is fully qualified; Council's review of an application should just be an affirmation if the Sponsor fulfills his duty, so please make sure the Associate you are sponsoring is ready and fully qualified.

A couple last parting shots:

"Council must be the first to lead by example but must first listen to the membership"

"But we've always done it this way" is something I vow you will never hear me say.

"I will represent the overall Society not a particular group or geographic province"

"Whine away but within two minutes you better go into a proposal of how to fix the problem – Effectuate, don't obfuscate!

"PIA": (Premeditated Intelligent Aforethought) will carry the day and pave the way!